



REPUBLIC OF KENYA  
MINISTRY OF TOURISM AND WILDLIFE



MAGICAL KENYA TRAVEL EXPO (MKTE) 2025

THEME: Magical Kenya: Unlocking Africa's Potential Through Sustainable Tourism Growth

ATIF EVENT PROGRAM  
THURSDAY, 02 OCTOBER 2025

TIME	DESCRIPTION	PURPOSE
0900 - 1230	Official Opening Ceremony: MKTE and ATIF	Seminar Room @ UHURU GARDENS NATIONAL MONUMENT & MUSEUM
1230 - 1330	LUNCH BREAK	VIP LOUNGE
1330 -1430	Ministerial Roundtable: Accelerating Cross-Border Tourism Policy Reforms Under AfCFTA	High-level discussion on practical measures: 1. To fast-track visa openness (e-visas, visa-free corridors), 2. Implement SAATM priority routes to link key tourism markets 3. Harmonize quality and service standards across member states
1430 - 1530	Panel 1: Investment Opportunities: Gateway to Africa	Present bankable projects, discuss de-risking, and apply agreed selection criteria. <b>Criteria include:</b> 1. Alignment with Kenya's national tourism strategy and AfCFTA priorities, 2. Clear demand and market viability, 3. Demonstrated ESG compliance and community benefits, 4. Financial readiness with feasibility studies or pre-feasibility, 5. Scalability and potential for regional spillover impact.
1530 - 1600	BREAK	Hosted tables for women & youth entrepreneurs.
1600 - 1700	Panel 2: Intra- African Collaboration in Tourism Under AfCFTA	In-depth exploration of strategies to co-create, package, and market multi-country itineraries that leverage Africa's diverse cultural, natural, and creative assets.  <b>Topics include</b> aligning marketing calendars, integrating transport and accommodation logistics, adopting shared booking platforms, and embedding local creative industries into tourism products.
1700-1800	GUESTS MOVE TO THE DINNER VENUE	TBC
1800-1900	NETWORKING COCKTAIL	Deal-making focus with investors and operators.
1900 - 2000	Case Study Presentation: African Tourism Success Stories	Examples from IATF, Let's Travel Russia Forum, other cross-border initiatives.
2000 - 2100	Conversation on Sustainable Tourism and Investment Models	Comprehensive discussion on embedding ESG principles, enhancing climate resilience, and maximizing community benefits in tourism investments.  <b>Topics include</b> green building certifications, carbon offset programs, integrating conservation financing, and local supplier engagement.
	Closing Remarks & Wrap-Up	Summary of key takeaways, call to action, communique signing.

For more information, visit [www.mkte.co.ke](http://www.mkte.co.ke) or contact us at [info@mkte.co.ke](mailto:info@mkte.co.ke)  
We look forward to your valuable contributions to MKTE 2025!

MKTE 2025



1st to 3rd OCT, 2025



Uhuru Gardens, NAIROBI